

## Message Text

UNCLASSIFIED

PAGE 01 OTTAWA 00102 122247Z  
ACTION EB-07

INFO OCT-01 EUR-12 EA-09 ISO-00 AGRE-00 COME-00 TRSE-00  
OMB-01 STR-04 SP-02 L-03 H-02 CIAE-00 INR-07 NSAE-00  
INRE-00 SSO-00 /048 W  
-----122252Z 022880 /63

O R 122223Z JAN 77  
FM AMEMBASSY OTTAWA  
TO SECSTATE WASHDC IMMEDIATE 2108  
INFO AMEMBASSY BONN  
AMEMBASSY BRUSSELS  
AMEMBASSY THE HAGUE  
AMEMBASSY LONDON  
AMEMBASSY MADRID  
AMEMBASSY PARIS  
AMEMBASSY ROME  
AMEMBASSY STOCKHOLM  
AMEMBASSY TOKYO

UNCLAS OTTAWA 0102

E.O. 11652: N/A  
TAGS: ETRD, EAGR, CA  
SUBJ: COFFEE PRICES

REF: STATE 004789

1. ACCORDING TO STATISTICS CANADA (STATCAN), AVERAGE  
RETAIL PRICES FOR DECEMBER 1976 (34 CITIES IN CANADA)  
WERE \$2.41 PER POUND REGULAR ROASTED COFFEE AND \$3.17  
PER SIX-OUNCE JAR INSTANT COFFEE.

2. RETAIL PRICES IN DOWNTOWN OTTAWA SUPERMARKETS ON  
JANUARY 12, 1977 VARIED FROM \$2.59 PER POUND MAXWELL  
HOUSE REGULAR ROASTED COFFEE AT LOBLAWS TO \$2.87 PER  
POUND FOR SAME AT IGA, AND FROM \$2.69 PER SIX-OUNCE JAR  
FOR MAXWELL HOUSE INSTANT COFFEE AT IGA TO \$2.97 PER  
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SIX-OUNCE JAR AT LOBLAWS FOR SAME.

3. IMPORT VOLUME FOR FULL CY 1976 NOT YET  
AVAILABLE FROM STATCAN. IMPORT VOLUME JANUARY  
THROUGH OCTOBER 1976 FOLLOWS:

QUANTITY IN    VALUE IN THOUS

POUNDS      OF DOLLARS

GREEN COFFEE      141,031,717    147,309

ROASTD OR GROUND

COFFEE            8,622,174    13,579

INSTANT COFFEE    9,793,220    28,052

COFFEE

PREPARATIONS, NES    898,542      1,515

4. COFFEE PRICES RECEIVING CONSIDERABLE PRESS  
PUBLICITY, AND COFFEE EXPERT AT DEPARTMENT OF INDUSTRY,  
TRADE AND COMMERCE (ITC) TOLD EMBOFF THAT GOC EXPECTS  
MANY QUESTIONS ABOUT COFEE PRICES TO BE RAISED WHEN  
PARLIAMENT RECONVENES JANUARY 24, BUT GOC IS PLANNING  
NO ACTION AT PRESENT TO CONTROL PRICES OR REGULATE  
COFFEE TRADE. CANADIAN ASSOCIATION OF CONSUMERS IS  
NOT ADVOCATING BOYCOTT BUT "LEAVING IT UP TO GOOD  
SENSE AND TASTE OF CONSUMER."

5. ALL PRICES IN CANADIAN DOLLARS WHICH CLOSE TO  
PARITY WITH US DOLLARS.

ENDERS

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01-Jan-1994 12:00:00 am  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** COFFEE, DATA, RETAIL PRICE INDEXES  
**Control Number:** n/a  
**Copy:** SINGLE  
**Sent Date:** 12-Jan-1977 12:00:00 am  
**Decaption Date:** 01-Jan-1960 12:00:00 am  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01-Jan-1960 12:00:00 am  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1977OTTAWA00102  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Expiration:**  
**Film Number:** D770012-0546  
**Format:** TEL  
**From:** OTTAWA  
**Handling Restrictions:** n/a  
**Image Path:**  
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**Legacy Key:** link1977/newtext/t19770159/aaaabzkn.tel  
**Line Count:** 86  
**Litigation Code IDs:**  
**Litigation Codes:**  
**Litigation History:**  
**Locator:** TEXT ON-LINE, ON MICROFILM  
**Message ID:** ce5770da-c288-dd11-92da-001cc4696bcc  
**Office:** ACTION EB  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 2  
**Previous Channel Indicators:** n/a  
**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** 77 STATE 4789  
**Retention:** 0  
**Review Action:** RELEASED, APPROVED  
**Review Content Flags:**  
**Review Date:** 16-Sep-2004 12:00:00 am  
**Review Event:**  
**Review Exemptions:** n/a  
**Review Media Identifier:**  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**SAS ID:** 3615483  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** COFFEE PRICES  
**TAGS:** ETRD, EAGR, CA  
**To:** STATE  
**Type:** TE  
**vdkgvwkey:** odbc://SAS/SAS.dbo.SAS\_Docs/ce5770da-c288-dd11-92da-001cc4696bcc  
**Review Markings:**  
Margaret P. Grafeld  
Declassified/Released  
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22 May 2009  
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